

Competitive Analysis

GMU Instructional Technology Immersion Team

November 10, 2008

Instructional Support for Software Usage

Criteria	Competition		
	Adobe Help	VTC.com	ODU Center for Learning Technologies
Delivery	<p>Help included with program, as well as online support</p> <p>Included Help section gives step-by-step instructions in text format – searchable and indexed</p> <p>Searchable "Knowledge Base" online, which has a lot of technical information and can be hard to sift through</p> <p>Basic tutorials on how to accomplish basic tasks</p> <p>Developer Center which is like a CoP - people share best practices</p> <p>Each delivery method is separate, and it is not easy to access one from the other. All accessible from the program, however</p>	<p>Screen captured video with audio narration</p> <p>A series of Quicktime videos in 2-5 minute intervals</p>	<p>Web pages and videos of screen captures</p>
Content	<p>Content is always instructive in nature, but does not have anything to do with special needs or disabilities</p> <p>Developer Center gives tips on how to use Captivate in an eLearning environment, "Best Practices" or "Tips and Tricks"</p> <p>Help section gives descriptive and step-by-step info</p> <p>Knowledge Base contains more technical information</p>	<p>650 courses (70,000 video tutorials) on how to use various software</p> <p>Captivate tutorial includes various how-to's and introduction to features</p>	<p>There are four information tracks, Face-to-Face, Online, Hybrid, and Synchronous Video</p> <p>The online track provides staff the resources, tools and tips needed to develop and teach an online course.</p>

Instructional Support for Software Usage (cont.)

Criteria	Competition		
	Adobe Help	VTC.com	ODU Center for Learning Technologies
Presentation	<p>Included Help section is text-based with some graphics and no demonstrations – navigated with index or small arrows at top-right corner</p> <p>Developer Center sometimes has demos, but demos of what can be done with the program, not how to use it</p> <p>Online Support resembles Help included with software with more extensive material</p> <p>Tutorials are interactive demonstrations using Captivate – actually show the screen actions when using the program – with no audio</p>	Video tutorials	<p>Initial links are pictures</p> <p>Each track is a web site</p>
Interactivity	<p>Tutorials are interactive, mostly roll-over for description, but some make you interact with the program and perform correct tasks</p> <p>Developer Center includes interactive demos, but demos of what can be done with the program, not how to use it</p>	None (in what could be viewed with free trial)	None, simply informational

Online Training Websites and Modules

Criteria	Competition					
	PAEC.org	BSA Online Learning Center	Red Cross	LDOnline	The Iris Center	OK State Safety Training
Delivery	<p>Entirely through video (Quicktime or Windows Media). Sites contain links to a "presenter's guide" that the learner is expected to have with him or her while viewing the video.</p> <p>Each workshop contains instructions on three steps 1) open and print companion guide 2) Click "view video course" 3) refer to guide while watching video session</p>	<p>Flash, combination video and slides – include audio</p> <p>One video was presumably a scout describing what they did and needed</p> <p>Provides a summary that includes learning objectives</p> <p>Also provides design for some lecture-based training</p>	<p>Flash animation, audio</p> <p>Three modules</p> <p>Simulations of real-life catastrophes and perspectives of those affected</p>	<p>Website</p> <p>Contains some videos that narrated stories – no guided instruction, but lots of information and links to resources</p>	<p>All Quicktime videos – but stops every few minutes to continue to upload</p> <p>Text, graphics, tables, activity, link to definition</p> <p>One activity had a timer</p> <p>Written in easy to understand format</p>	<p>Three available methods: online, PowerPoint, and Word</p> <p>Mostly text-based with some pictures for added information</p>
Content	<p>English/Language Arts, Math Science, Additional Subjects - several workshops in each of these categories</p>	<p>How to be an effective leader in the Boy Scouts of America</p>	<p>Introduction to disaster services training</p>	<p>Guidance on attention deficit disorder, ADD / ADHD, dyslexia, dysgraphia, dyscalculia, dysnomia, reading difficulties, speech and related disorders.</p>	<p>Web-based instructional materials that provide information for working with children with disabilities</p>	<p>Environmental health and safety – asbestos control, hazardous materials, lightning, snow/ice, sun, fire extinguishers, and more.</p>
Audience	<p>Professional development for teachers</p>	<p>People in leadership in the BSA, including adults and children</p>	<p>Anyone interested in helping the Red Cross in disasters</p>	<p>Educators, Parents, Kids</p> <p>Kids section is unique to this website - 4 bubble links to: Art, Stories, Books and E-cards that kids with LD have produced</p>	<p>Anyone who works with children with disabilities, Can be used as professional development materials</p>	<p>Employees of the OSU system, but anyone interested in these safety topics can use it</p>

Online Training Websites and Modules (cont.)

Criteria	Competition					
	PAEC.org	BSA Online Learning Center	Red Cross	LDOnline	The Iris Center	OK State Safety Training
Assessment	<p>Follow-up activities (pdf)</p> <p>Final assessment can be accessed after “enrolling”. After taking the assessment, it prints out a certificate and a link to show the principle to get approved for credit. Before performing the assessment, you must provide your name and the state</p>	None	<p>People can listen to a scenario and then use a text box to write their thoughts about what they would/should do, then you can compare your answers to the expert</p>	None	Self-assessment via writing	<p>Quiz at the end of each module gives immediate feedback after each question</p> <p>Quiz is multiple-choice or True/False</p> <p>Employees give one copy to supervisor and one copy to the Safety Training Coordinator</p>
Interactivity	None	User must move between slides	<p>There are activities throughout</p> <p>Hot spots that users hover over to learn more</p>	None	Limited – the end of the movies provide open-ended questions for reflection, but the user does not actually interact with the module other than moving through steps	None

Online Training Websites and Modules (cont.)

Criteria	Competition					
	PAEC.org	BSA Online Learning Center	Red Cross	LDOnline	The Iris Center	OK State Safety Training
Support, Hints, Instruction	Site contains instructions and links to information on how to receive credit for professional development, depending on what state the learner is in	None	Before beginning the training, the animation shows how to use the different hints and navigation, using animation and audio Help section at bottom (question mark)	Features section, forums, glossary, "Getting Started", site index	Directions for how to use modules "How to Navigate an Iris Model" "How People Learn Module" to help develop instruction for modules Directions on how to begin with every module Live Webtour "Using the Locator" at the top of locator page "Assignment Tips" to help instructors use models as instruction	Limited – additional resources Links that let the user know where he/she is in regards to specified training
508 Compliance	Video workshops with captions; captions can be made larger or smaller Also contains links to transcripts	No captions with videos No alt text with images	Flash navigation buttons and Hot Spots are selectable using keyboard Most audio has text that corresponds, but not all – not captions	Quick investigation shows good 508 compliance	Movies include captions Resource page comes in "text version" Transcripts for audio	

Online Training Websites and Modules (cont.)

Criteria	Competition					
	PAEC.org	BSA Online Learning Center	Red Cross	LDOnline	The Iris Center	OK State Safety Training
Navigating to Training	Workshops separated by subject matter. Not searchable, though.	No navigation Single page lists training, then takes you to a log-in screen	User clicks through and chooses modules they want to learn about Next and Previous buttons to move through sections of module	Site Index Breadcrumbs Full Menu bar on left Sometimes found it hard to find what user was looking for	Easy, clickable flow chart starts every module (like a common front page) Navigation tours (via Q)	Website has links that let the user know where he/she is in regards to specified training
Presentation and Layout	Text-based website with no images besides main logo Side navigation bar divides training by subject matter List of training modules does not contain descriptions	Pictures with titles over them to describe training Links to additional resources (within the website) on right side	Pictures of disasters and people	It's a clean and positive, colorful website Covers many topics so one can get lost	Attractive, colorful Workshop/module choices presented in table format, as well as PDF "new materials" While some modules have a lot of text, it is presented in a variety of ways that make the information easy to read and keep the user interested	All training is listed on the front page and is categorized by online, word, and powerpoint and the user can choose the one they want to view Links to home sites are visible as well as information as a paragraph about the subject
Additional Resources	Also links to additional resources, handouts, follow-up activities, assessment, and implementation checklist	Include checklists, surveys, planning tools, and resources websites		Features section on the menu bar where users can link to newsletters, calendars, forums, etc.	Case studies, activities, and info boards	Links to outside resources below the list of available training Handouts (.pdf)

Virtual Human Interaction and Collaboration

Criteria	Competition		
	Cafemom.com	Forumer	Teach-nology
Style	Social Network, like MySpace Lets you form groups. share pictures, chat, and has lots of different forums	Creator can start forum on any subject	Message board/forum for teachers
Security	Users cannot view group pages without a login Some profiles are viewable without logging in	Creator/Moderator can set privacy on rooms so only members can view or edit Can track IP addresses Members can report abuses to moderator	Public access Possible to register, but not required to post
Management		Moderators: Can invite people to join Can block members from joining	
Personal Profile Features	Users create their and manage their own profile	Users can upload avatars and create personal profile	
Notable Features	Social network of support for mothers Colorful and engaging Groups based on particular need or affiliation	Free Can track user statistics	Hot Spots, Weekly Poll, Best sites Post how many users have posted, are online, and who the last member to join was